

Message Text

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ACTION ARA-20

INFO OCT-01 ADP-00 COME-00 EB-11 PA-03 USIA-15 CIAE-00

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R 201715Z AUG 73

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 9254

INFO AMCONSUL RIO DE JANEIRO

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E.O. 11652: N/A

TAGS: BRPO, SCUL, BR,CO,MX, PE, VE

SUBJ: HOST COUNTRIES' PARTICIPATION IN EXPO '74

REF: STATE 151237

1. EMBASSY ECONOMIC COUNSELOR CALLED ON FLECHA DE LIMA, DIRECTOR OF DEPARTMENT OF COMMERCIAL PROMOTION, FOREIGN MINISTRY, TO URGE BRAZIL TO PARTICIPATE IN EXPO '74, DRAWING ON INFO IN PARAS 1 AND 2 OF REFTEL. CON GEN OFFICER ALSO CALLED ON PROTASIO, DIRECTOR OF TOURISM, WHO IS LOCATED IN RIO.

2. RIO REPORTS THAT PROTASIO IS PREPARED TO SUPPORT BRAZILIAN PARTICIPATION IN THE FAIR. HE HAS DISCUSSED THE MATTER WITH FLECHA DE LIMA AND HAS SO RECOMMENDED.

3. FLECHA DE LIMA IS, HOWEVER, OPPOSED AND HE CONTROLS THE BUDGET. IN FRANK DISCUSSION WITH EMBOFF HE MADE FOLLOWING POINTS. FONOFF HAS FAIR BUDGET OF ONLY 6 MILLION DOLLARS PER ANNUM. PARTICIPATION IN EXPO '74 WOULD REQUIRE ABOUT 1.5 MILLION DOLLARS. ECONOMIC RETURNS FROM SUCH GENERAL FAIRS ARE POOR. BRAZIL DOES RECEIVE EXCELLENT ECONOMIC BENEFIT FROM SPECIALIZED

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FAIRS WHICH CONCENTRATE ON PARTICULAR PRODUCTS. FLECHA DE LIMA

COULD NOT RECOMMEND THAT BRAZIL ENTER EXPO '74 BECAUSE HE WOULD HAVE INSUFFICIENT FUNDS FOR OTHER SPECIALIZED FAIRS. HE ALSO ADDED THAT FONOFF "NOT HAPPY" ABOUT SPOKANE EXPO '74 BECAUSE OF HISTORY OF ENVIRONMENTAL THEME.

4. EMBOFF NOTED MARKET POTENTIAL AND TOURISM BENEFITS THAT FAIR DID OFFER, EMPHASIZING THAT MINISTERS OF GOVERNMENT HAD EXPRESSED INTEREST IN POTENTIAL FOR MARKET DEVELOPMENT OF WESTERN U.S. AT EMBOFF URGING, FLECHA DE LIMA PROMISED THAT HE WOULD RAISE ONCE AGAIN WITH HIS SUPERIORS THE QUESTION OF BRAZILIAN PARTICIPATION IN EXPO '74, BUT HE COULD NOT HONESTLY OFFER ANY ENCOURAGEMENT. EMBOFF ALSO URGED THAT ADDITIONAL FUNDS BE REQUESTED. FLECHA DE LIMA STATED HE WOULD INQUIRE BUT THAT THE PROSPECTS FOR ADDITIONAL MONEY WERE EXTREMELY POOR. CRIMMINS

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